



ASTUTE GRAPHICS

EXPERT PLUG-INS FOR ADOBE ILLUSTRATOR



MAKE
IT
MORE
BLUE!

A simple request planted the seed for Astute Graphics to develop creative software which is now used by designers and companies all over the world; including Apple, Nike and Facebook.

Making artwork shift in colour using the world's leading vector design software, Adobe Illustrator, was a nightmare shared by its approximate 10 million users (source: Adobe). The idea struck when Astute Graphics' founder, Nicholas van der Walle, following three months on a design was then asked to "make it blue". Such a seemingly trivial request resulted in a month of frustrating redesign. This led to the initial development of a tool that would simultaneously increase efficiency whilst improving creativity. The first Astute Graphics plug-in was launched in 2006 with such great success that we now have a repertoire of 16 plug-ins to help designers boost creativity, save time and make more money!

We are very proud to say we help 1,000's of designers including Adidas to "make it blue", Disney to sketch their ideas and Google to round their corners and we don't intend to stop anytime soon!



10
YEARS

16
PLUG-INS

110,000+
DESIGNERS USING OUR PLUG-INS

USERS REPORT
AN AVERAGE OF
45%
TIME SAVED

Astute Graphics leads the way in designing imaginative and innovative tools for vector designers.

We aim to bring the fun back to drawing with our cutting-edge design software, boosting creativity, significantly saving time and making it easier for our customers to meet tight deadlines and make on the fly changes. Our software has been proven to speed up a designer's workflow by up to 45% depending on the task performed.

AG tools are now an industry standard used by freelancers, SMEs and large companies alike. So recognized are our plug-ins now that in October of 2016 we were invited to San Diego to speak at the Adobe MAX creativity conference.

We serve a wide range of design markets ranging from graphic design, fashion, gaming, film, web, apparel and branding.

MTV, Adidas, Samsung, Pixar, Ogilvy, HM, Dreamworks, Disney, Nike, Microsoft and Apple are among the large companies using our plug-ins. And with a well established reputation we have forged strong alliances with key partners such as Adobe and Wacom, high profile designers and authors.

With a large customer base worldwide, the majority of our customers pay by Paypal or by card. We accept most currencies and the payment goes through in GBP.

The business is driven by a tight team of dedicated, creative and resourceful employees with a passionate commitment to continuously enhancing your design workflow. Our time is invested in finding out what you really need and working to bring out a steady stream of releases each year.

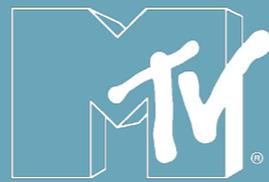
We aim to deliver a first class customer journey from start to finish, priding ourselves on providing customer support for any questions that our customers may have, be they simple or technical.

Speaking about our plug-ins, Michael Doret says

"I can now do things that I previously had to do manually. Overall when creating a font, it's probably saved me between 6 and 8 hours."

DOWNLOAD THE FREE 14 DAY TRIAL >

Just a few of our current clients



PLUG-IN TO A TIME SAVING SOLUTION

Compatibility



We understand that ease of use is one of the most important factors when integrating new software so we try to make our plug-ins as easy to use as possible. Therefore all artwork created with our tools can be **read and edited in Adobe Illustrator** by non-Astute Graphics users. We also offer...



Secure tools



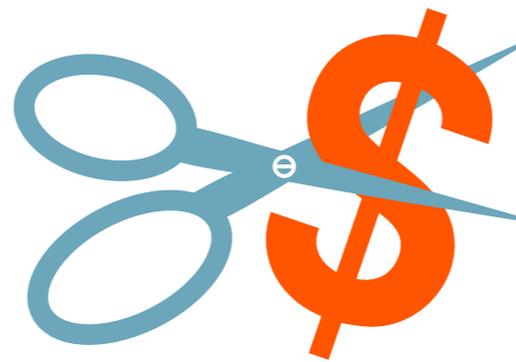
CS6 - CC2017.0.2 compatible



Windows, Mac and Wacom compatible



Seamless Ai integration



Discount for volume licensing

~~SUBSCRIBE~~

Perpetual licensing - no subscription!

Expert Training and Support



Our plug-ins are easily understood by anyone who is already familiar with Adobe Illustrator so it's easy to intuitively explore the tools - watch our [Top Ten video](#) of our most popular plug-ins. However, sometimes you may want to answer a specific problem or simply discover the full capability of our plug-ins, if so our dedicated training resources are invaluable.

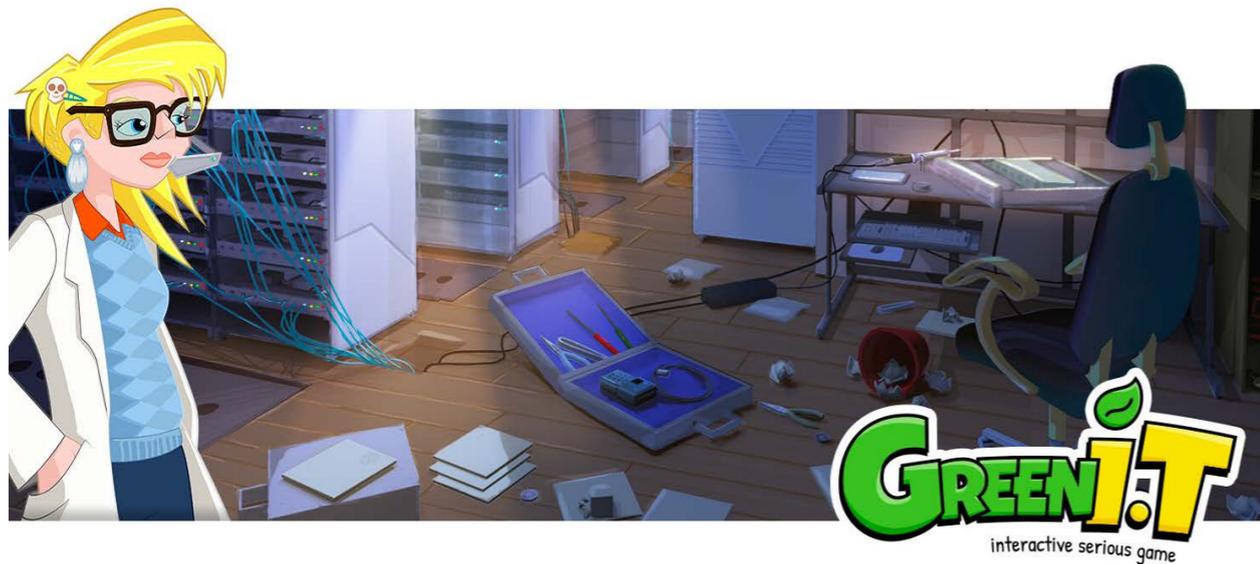
- Free learning material: written blog posts, videos and webinars
- Bespoke training provided to companies with 600+ designers
- Established Youtube channel with 353 videos + 2.1million views to date
- New video tutorials contain subtitles - so are easily translated
- Dedicated training team



Visit our YouTube channel: www.youtube.com/astutegraphics

CASE STUDIES AND TESTIMONIALS

Totem Learning is a leading studio designing and developing games and simulations for learning. Totem creates both bespoke and off-the-shelf games for clients and partners in the corporate and educational sectors. Totem's highly experienced team pride themselves on combining expertise on gamification and game mechanics, with a thorough understanding of how people learn and delivering visually stunning, intuitive games that 'just work' for the intended audience and environment.



IT WORKS THE WAY I THINK

I am always on the lookout for ways to improve workflow and speed up design for myself and the team. If I find something which saves me 5 minutes today, chances are it will end up saving me hours or even days over the course of multiple projects. I'm talking marginal gains here. If I then pass this knowledge onto my team, the savings, even in a small office soon start to become visible.

Design is hardly ever a straight forward and linear process. The ability to alter effects in real time with handlers which are slick, simple and themselves well designed was wonderful. What would normally take minutes of jumping backwards and forwards into effect menus, altering values, previewing changes, was happening in seconds with the use of Stylisms sliders and natural controls.

Stylism is an impressive addition to the Astute Graphics collection. It makes visualising a style so simple and intuitive. It works the way I think. If I wanted to alter a shadow in one movement I would click, drag in the desired direction to a distance I'd be happy with and then release. Stylism makes these thoughts a reality across a plethora of styles and functions.

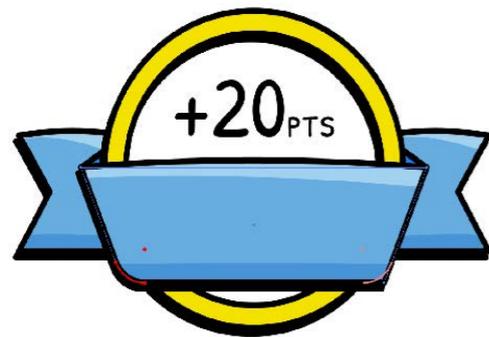
After following just a couple of videos you soon realise that all the tools in the collection work in the same way and with the same shortcuts. They make light work of a normally very menu heavy flow.



I got truly excited when I first saw VectorScribe. Now, after using it for about a month I can only describe it as invaluable.

I won't go into detail on each tool as we'd be here all day. So I decided to concentrate on just two, and the word of the day is... Dynamic.

VectorScribe's use of dynamic shapes and corners blows Illustrator's new live corners widget out of the water. Being able to manipulate shapes, dynamically in this way has revolutionised the process of creating unique vector shapes. I used to be continually copying shapes after the smallest alteration in case I needed to revert back to a previous stage. Now I can work much quicker with the dynamic abilities which these tools offer.



VectorScribe is, in my opinion, the best plug-in available for Illustrator. It is intuitive and very easy to learn, a must have for any designer. I urge anyone creating vector art to at the very least trial this product, I can guarantee its benefits will become immediately apparent the minute you start using VectorScribe.



What a beautiful and natural tool for adding variable width to line work. For our latest project, isITgreen, one of our very talented artists 'Nicky Rhodes' created a group of illustrated characters. These characters were given the WidthScribe treatment. Within seconds these simple outlines were transformed. Definition and personality were given to the illustrations using just a couple of the 6 fantastic tools which ship with WidthScribe.

A job like this can take hours to get right and be very tedious using Illustrator's native toolset. Using WidthScribe however, the task is completed in seconds, then refined within a matter of minutes. WidthScribe is so fluid and just 'feels right' when you use it.

Once again Astute Graphics has produced a product which speeds up the production process and does it in such a flawless way.

Totem Learning: www.totemlearning.com
Stylism: astutegraphics.com/software/stylism
VectorScribe: astutegraphics.com/software/vectorscribe
WidthScribe: astutegraphics.com/software/widthscribe

I CAN ONLY
DESCRIBE
IT AS
INVALUABLE



**“ IF BATMAN WAS A DESIGNER,
YOUR TOOLS WOULD BE ON HIS BELT.”**

Von Glitschka

Designer, Author, Lynda.com Trainer

“ Rather than adding special effects, it turns complex actions into one-click processes. VectorScribe is a hugely useful and powerful set of plug-ins. It's a must-have add-on for the serious Illustrator user.”

MacUser Magazine

**“ THEY ARE CRAZY GOOD. THE BEST PLUG-INS
FOR ANY ADOBE APP I'VE EVER ENCOUNTERED.”**

Mike Rankin

Editor, CreativePro



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astutegraphics.com

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